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ABSTRACT OF THE DISCLOSURE

A method for advertising the products and services of companies via the Internet by having the companies sponsor services free of charge to users of the Internet. The user may access the web page of a service provider. Once the user has chosen the desired combination of application/free service/sponsor, the application selected by the user takes on the look and feel of the selected sponsor. In exchange for using the sponsor's service free of charge, the user also accepts to receive advertisement(s) from the sponsor while using the Internet sponsored applications by means of banners, surveys, etc.